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Spotlight ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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IN-STORE PROMOTION PROGRAM EXPANDING

In-store promotions as a feature of the FAS market development program are on the increase, offering cooperators more frequent opportunities to bring their products directly to the attention of consumers.

Pilot projects have produced definite sales increases, and the program is expanding rapidly. Eight such events are scheduled this fall, with almost 12,000 stores participating.

In the first in-store promotions, the initiative was taken by FAS, but increasingly now the initial inquiry comes from a store organization which has heard of the success of promotions elsewhere.

Each agreement with a store or group of stores is developed to meet the particular promotional situation. In general, the event takes the form of a promotion lasting about two weeks.

The store group must be equipped to handle the promotion and be prepared to make a substantial contribution to it, including the purchase of additional U.S. merchandise. In most cases the agreement calls for 10 or more American food products that have not been offered previously in the cooperating stores. The management also

CURRENT SERIAL REFERENCES



It took four men to hold the poster for the giant Yamazaki sandwich bread promotion. Shown (left to right) are Tojuro Iijima, president of the Yamazaki Bakery Company, Tom Templeton, Wheat Associates, Jim Frink, assistant agricultural attache, and Elmer Hallowell, agricultural attache.

agrees to furnish FAS with statistical sales information that can be used to appraise the success of the event.

FAS contributes to the cost of promotional aids (advertising, printed material, demonstrations, etc.) in proportion to the value of American foods purchased by the store group over the previous year plus the special purchase for the promotion.

Following is a summary of the schedule for this fall:

Germany--Five promotions, opening September 25-October 6, with a

3,000 store event in conjunction with the Cologne fair. The store group is buying about \$180,000 worth of American foods.

Sweden--October 5-14, two department stores and one self-service store participating.

Israel--November 3-15, major department store.

Italy--November 15-December 1, six self-service stores.

Under consideration for next spring are proposals from the Netherlands, Belgium, France, Germany, Denmark, Japan, and the United Kingdom.

Cooperators wanting more information on these events and how to use them to boost product sales should write to Edward Gorman in the FAS International Trade Fairs Division.

FOOD EXHIBIT IN IRELAND

New American foods and well-established old standbys will be featured in the USDA exhibit at the Irish International Food and Drink Fair in Dublin, September 7-16. It will be the first major U.S. food promotion in Ireland.

A "commodity section" of the exhibit will feature American rice, raisins, peas and lentils, exhibited by the Rice Council, California Raisin Advisory Board and Pacific Northwest Pea Growers and Dealers Association.

A "new products" area will introduce 125 new foods and food products to the Irish trade and people. This sections of the U.S. exhibit will be devoted to canned, packaged, or frozen U.S. food products, snacks, and confections that have not previously been offered for sale or are not currently sold in Ireland.

The new foods will be displayed, demonstrated, sampled and sold to the trade and public under the directions of the Grocery Manufacturers of America. Forty-three U.S. firms will be participating.

Other USDA-sponsored export promotion exhibits for the rest of 1967 are as follows:

September 8-17--International Fair of Dairy Cattle, Cremona, Italy.

September 20-30--Yorkshire Food Fair, Leeds, England.

September 25-October 6--Frozen Food Exhibit, U.S. Trade Center, Tokyo.

September 30-October 8--International Exhibition of Fine Foods and Provisions (ANUGA), Cologne, Germany.

October 12-20--Hall of States, U.S. Trade Center, London.



Sam Work (left), agricultural attache in Bangkok, and Paul Findlen, FAS, planning the October 31 - November 9 processed foods exhibit at the U.S. Trade Center in Bangkok. Fifty-eight U.S. firms plan to participate.



Mearl Gifford (left), the new president of Great Plains Wheat, and M. Arnold Miller, who has been named marketing specialist for GPW.

October 31-November 9--U.S. Food Exhibition and Seminar, Bangkok.

November 4-12--National Fair of Food, Wine and Gastronomy, Dijon, France.

November 13-17--American Food Products Exhibition Manila.

SANDWICH PROMOTION

The Yamazaki Bakery, Japan's largest bakery company, is staging an \$833,000 campaign to promote sandwich making in Japan. Wheat Associates assisted Yamazaki in planning the promotion.

The promotion highlight was a stage show for the general public. Admittance was gained with 25 Yamazaki seals obtained through the purchase of Yamazaki products.

Attention is being directed at sandwich idea contests, one for consumers with a top prize of an all expense trip to the United States for two people, and

another for chefs of hotels, restaurants and other feeding establishments in Japan.

Yamazaki has over 20 allied industries cooperating who are giving advertising support to the campaign.

COLOMBIA TRADE SUPPORT

J. Wade Dunaway, the Soybean Council Director for South America, writes of soybean oil promotion activities in Colombia.

There are now 28 liquid oil refining plants in Colombia. Many of these are actively cooperating with the Council in developing new and bigger markets for soybean products.

An exhibit of Colombia manufactured soybean oil and products was recently held at the First Industrial show of the Cauca Valley in Cali. The booth was attended by graduate nutritionists, "who talked ten hours a day for three weeks on the importance of vegetable oils in general and soybean oil in particular in the human diet." The local manufacturers provided soybean products and financial support for the exhibit.

ATTACHE ASSIGNMENTS

Charles Clendenen, IADS, is the new assistant agricultural attache in Rabat.

Norman Kallemeyn, ERS, will soon be arriving in Hong Kong as assistant agricultural attache.

Donna Hersey, most recently assistant agricultural attache at The Hague, is in language training preparatory to an assignment as assistant agricultural attache in Caracas.

Confidence is the feeling you have before you really understand the marketing problem.

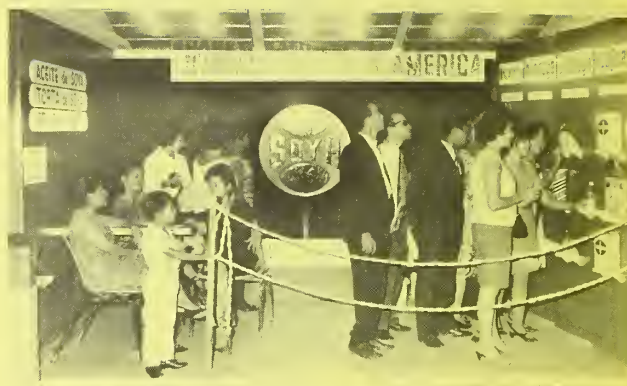


Exhibit of the Soybean Council at the First Industrial Show in Cali, Colombia.

THE 1968 TRADE FAIR SCHEDULE

United States exhibits of food and agricultural products are planned at eleven 1968 international trade fairs. These will be in addition to the big solo show in Tokyo, April 5-21, and U.S. exhibits in Lebanon, Austria and Thailand. A mobile exhibit to three Caribbean islands and shows at the London, Tokyo, and Milan U.S. trade centers also are planned.

The trade fair schedule is as follows:

Hotelympia Catering Show, London, England, January 9-18, institutional buyers from U.K. and European hotels, hospitals and schools.

Green Week, Berlin, West Germany, January 26-February 4, annual international food and agricultural show.

International Agricultural Exhibition, Verona, Italy, March 12-21, an agricultural fair featuring livestock, feedgrains and other commodities associated with livestock production.

ROKA, Utrecht, Holland, March 25-29, a biennial show for the food trade.

Feria del Campo, Madrid, Spain, May 23-June 23, an international food, livestock and agricultural equipment show.

Feira Nacional de Agricultura, Santarem, Portugal, annual public livestock and agricultural equipment show.

International Food Fair, Belfast, Ireland, September 1-14, an international food fair sponsored by the Irish Food Dealers Association.

International Fair of Dairy Cattle, Cremona, Italy, September 9-17, a public fair featuring dairy breeding cattle and exhibits of feeds and feeding equipment.

St. Eriks-Marson, Stockholm, Sweden, September 4-15, an annual food show in which sales will be permitted.

IKOFA, Munich, West Germany, September, a large biennial international exhibit of food products with buyers attending from many countries.

SIAL, Paris, France, October 27-November 4, a large biennial international food show featuring processed foods and commodities.

For complete details on the above exhibits, contact the International Trade Fairs Division, FAS, U.S. Department of Agriculture, Washington, D.C., 20250.



HERE and THERE

Export promotion was a featured subject at the American Soybean Association convention in Peoria, Illinois, August 14. The speakers included: Howard E. Grow, ASA administrative assistant, "New Face--New Program in Japan;" Bunzo Watanabe, President, Japan Oilseed Processors Association, "Report from Japan"; Glen Pogeler, President, Soybean Council of America, "Product Promotion Worldwide"; and Hugh Robinson, Director, FAS Fats and Oils Division, "World Oilseed Supply and Demand". Watanabe was a member of a 7-man Japanese oilseed processing team, who visited the convention while on a tour of the U.S. soybean industry.

Mearl Gifford of Gardner, North Dakota was elected President of Great Plains Wheat, Inc. at the organization's Board of Directors meeting in Kansas City, August 6. He succeeds Ralph Ball of Sterling, Kansas. Elected Vice President was Carl Dumler of Russell, Kansas. Elmore Bathurst of Blackwell, Oklahoma was elected Secretary.

The National Renderers Association's Annual Convention will be held at the Mark Hopkins Hotel in San Francisco, California, October 22-26.

John Ward, Director of the Soybean Council Rome area office, writes of the opening a new oilseed crushing plant in Aprilia, Italy. The new plant is the largest in Italy, having 12 expeller lines with a capacity of 600 tons a day. John says that Italian imports of oilseeds have increased from about 250,000 tons in 1957 to 1,120,000 tons in 1966. Soybeans hold the largest share of this market with imports of 530,000 tons during the past year.

Tobacco Associates will be exhibiting at the September 3-10 Leipzig Trade Fair. The exhibit is being financed at Tobacco Associates expense as a means of developing Eastern European markets for American flue-cured tobacco. A brochure emphasizing the history and importance of American flue-cured tobacco will be distributed. Leading cigarette products from throughout the world, all with a high percentage of American tobacco, will be shown to and sampled by the trade fair visitors.

Joseph E. Boyle, FAS consultant (formerly vice president, J. Walter Thompson Co.), and *Bill Higgins*, FAS Fruit and Vegetable Division, were in the U.K. last month evaluating the cranberry market development program.

Francis Harrell, FAS, will be in Bogota, Santiago, Rio de Janeiro and Caracas, September 9-22, discussing the new Form 202 billing and reporting system and other administrative items with market development cooperators.

A 5-man Japanese flour millers team is in the U.S. looking over the wheat industry. The team represents four major flour milling companies accounting for over 75 percent of the flour in Japan. The visit will be followed by a Japanese Food Agency team, who will tour the industry and have a series of top level USDA meetings.

The Philippine Bakers School started operations in July. Nearly 200 applicants were waiting to enroll. The school director is Wheat Associates technician *Richard Gonzalez*. Financial assistance for the school equipment has been provided under a market development project.

The Florida Fresh Produce Exchange (see August 7, Foreign Agriculture magazine) recently conducted a celery promotion in the U.K. Sales sky-rocketed. Trade and press receptions, coverage in four national newspapers and BBC television, point-of-sale materials and visits by a team of "Florida Celery Girls" to 450 stores highlighted the 3-week campaign.

M. Arnold Miller has been named marketing specialist for the Washington D.C. office of Great Plains Wheat. Miller was formerly export manager for the Western Star Milling Company in Salina, Kansas.

The 1967 Maid of Cotton, Georgia Kay Pearce, visited Ireland in May and June under sponsorship of Cassidy's, a top Irish retailer and manufacturer of high-style ready-to-wear clothes. Considerable press, television and magazine coverage resulted.

An in-store promotion for bakery products is scheduled this month at the Holsum Bakeries and C.A.D.A. supermarkets in Caracas, Venezuela. Great Plains Wheat is assisting in the promotion.

Y. Sasaki, Executive Vice President of the Japan Monopoly Corporation, and *Y. Yamada*, one of his associates, are visiting the U.S. this month. Japan is our third largest market for flue-cured tobacco. This is Sasaki's first official visit to the U.S. Yamada worked in the Raleigh Office of the JMC from 1963-66.

A 3-man Japanese margarine team was in the U.S. in August to visit with USDA officials and trade contacts and to see how margarine is produced and marketed in the United States. The American Soybean Association, the sponsor of the visit, is planning margarine promotion activities in Japan.

The American-International Charolais-Charbray Association sponsored two marketing teams to Latin America in July under the AICCA-FAS cooperator project. One team traveled to Peru, Ecuador, and Colombia. The other team traveled to Venezuela, Honduras, Mexico, and Guatemala. Purpose of the trips was to meet with cattlemen and government officials to discuss the quality and availability of U.S. Charolais and Charbray breeding cattle.

Milt Miller, formerly Director of Field Services for the American Angus Association, has been appointed Director of Market Development for the breed association. Milt was in Uruguay last month as Angus judge at the International Prado Show. While in Latin America, he teamed up with one of his co-workers in exploring the market development opportunities in Guatemala, El Salvador, Argentina, and Chile.

The Feed Grains Council is sending a corn team to Japan this October. The three-man team will include representatives of producers, marketing and hybrid seed.

An Iowa Trade Mission visited the principal Latin American markets last month. While in Bogota, Colombia, the Soybean Council arranged luncheon meetings for several members of the Mission interested in the export of U.S. soybeans and products. Representatives of the Colombian trade and Agricultural Attache Dick Smith were among those attending.

Ben H. Inouye, a Japanese American, has been appointed Executive Assistant to the Director of the National Renderers Association's Far East Office in Tokyo. The office is responsible for NRA market development programs in Japan, Korea, Taiwan and the Philippines.

The FAS 4-minute TV color film of the 1966 Hong Kong Food Show won a blue ribbon at the annual information contest of the Association of Agricultural College Editors. The film was shown on over 100 U.S. TV stations. Wally Dudney, FAS, directed the production of the film.

Clyde Keaton, most recently Agricultural Attache in Belgrade, and *Joe Halow*, *Great Plains Wheat*, led a discussion on "Yugoslavia--A Developing Cash Market" at a recent market development session in USDA. Joe Halow visited Yugoslavia this summer while on a swing of the European markets. In 1965-66, Yugoslavia had \$124 million worth of U.S. agricultural imports, mainly wheat, cotton, and soybean products.